

Kingston Whig-Standard

Kingston is located in Eastern Ontario, about 200 kilometers (124 miles) from Ottawa, Ontario on Lake Ontario where the St. Lawrence River, flows out of the lake, near the Thousand Islands. According to the 2006 census, there were 152,358 people residing in the Kingston Census Metropolitan Area, of whom 48.7% were male and 51.3% were female. Children under five accounted for approximately 4.8% of the resident population of Kingston. This compares with 5.5% in Ontario.



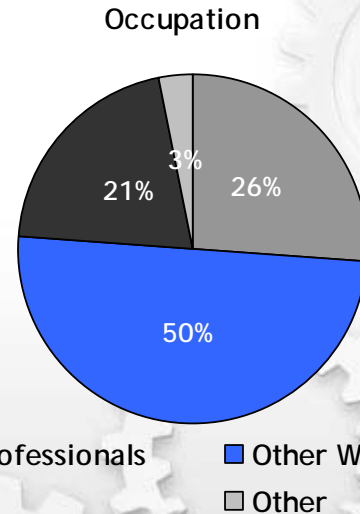
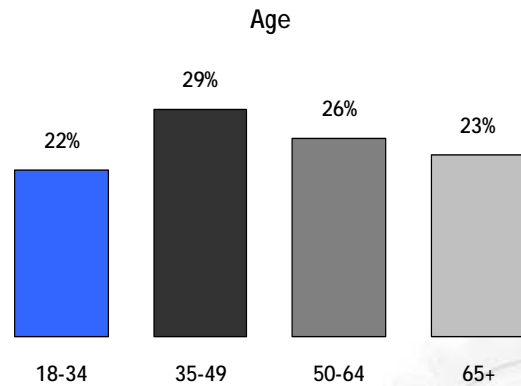
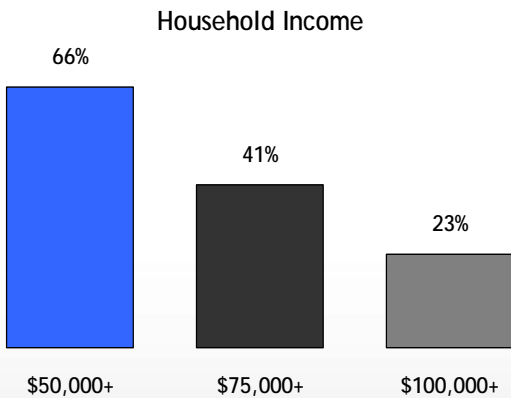
Circulation	
Monday	22,770
Tuesday	22,772
Wednesday	22,923
Thursday	22,820
Friday	23,176
Saturday	26,278

Readership	
Weekday	48,500
Saturday	54,700
6 Day CUME	83,000
Weekly Print/Online	89,300

Special Features	
Name	
Cancer Awareness	
Home Renovation	
Your City	

Demographic Highlights

- 50% are adults 25-54
- 47:53 male to female
- 68% are married/living together
- 66% have some post secondary ed. plus



- Managers/Professionals
- Blue Collar
- Other White Collar
- Other